

# KAREN RUSSO

Money Momentum Coach

## Reenergizing your Business Growth

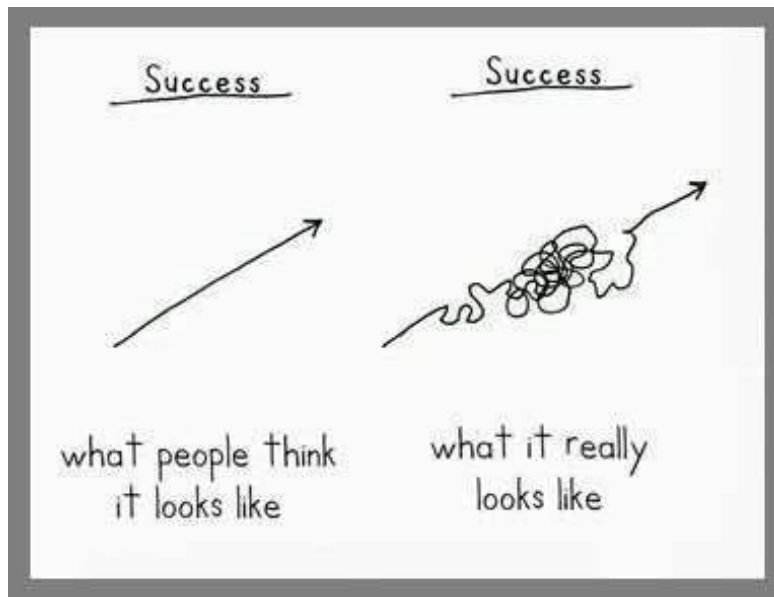
Arizona Commerce Authority Small Business Bootcamp and Resource Collective  
Presentation by Karen Russo

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[www.TheMoneyKeys.com](http://www.TheMoneyKeys.com)

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## Your Success Model Now →

1. Creativity → YOU
2. Strategy → Business
3. Process → Tools and Resources

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## Model YOU: Where are YOU already Growing?



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## Business Model: Solve Problems. Make Profit.

Your Purpose/ Values/ Brand



Foundation: Legal, Financial, Operations, Technology

## Select a Business Growth Idea to Explore.

## Criteria for Decision Making: Is 'This' a Good Idea for Growth?

1. How does this Align with our Values? (**Why?**)
2. How Smart is this? (**What?**)
3. How do we Implement? What Resources are Required? (**How?**)

## 1. Align with Your Values

- Safety and People First
- Manage Risk → Be Transparent
- Be Visible with your Clients, Community and Team
- Connect with Clients' Needs Now

## James Ellis, CrossFit Infinite Strength



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## Clients Want and Need the Value you Provide



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## 1. Align with Your Values

*What Individual, Team or Brand VALUES are essential as you decide on your strategies to grow now?*

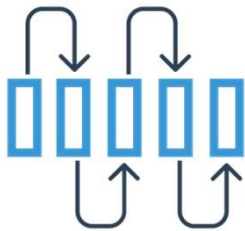
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## 2. Evaluate Growth Strategies

- Protect revenue from existing clients: blended, virtual, safe offerings
- Sell more or new products or services to existing clients
- Sell existing products and services to new clients
- Raise prices– yes, you can raise prices if you deliver Value

## Measurement: Process and Results



Process: # of action, event, quantity, frequency DURING a time period



Result: \$ or # at END

## Clients Pay for Value of Results



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## Karin Crawford, God's Garden Treasures



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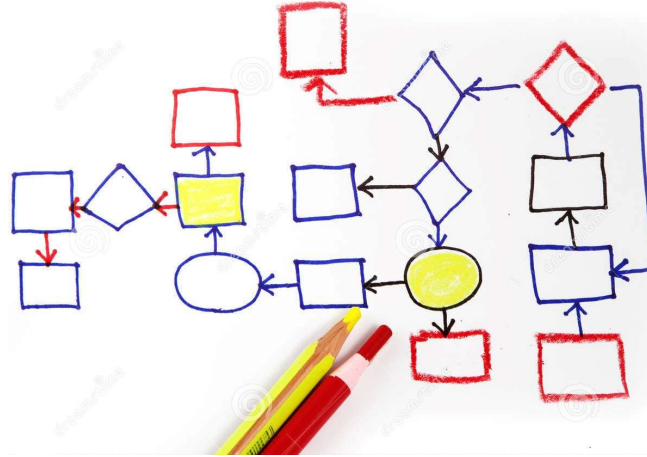
## 2. Evaluate Growth Strategies

*What are the most promising strategies to grow now that bring value to your clients and revenue to the business?*

## 3. Maximize Resources for Growth

- New Offerings: Can you Pilot? Test? Sample?
- Improve Processes
- Continue to work with Vendors, Landlord, Partners for Forbearance, Deferrals, Extensions and Creative Partnership
- Postpone or Reduce Largest Expenses
- Streamline Smaller, Recurring Expenses
- Access and Utilize Resources: PPP, ACA, etc.

## Process Improvement for Margin and Scale



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## Processes: Reduce Waste. Add Value.



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## Ginger Clayton, Elontec



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## 3. Maximize Resources for Growth

*Where do you focus next for process improvement and expense reduction? What support do you need?*

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## Your Growth

1. Creativity → YOU → **Self Leadership**
2. Strategy → Business → **Value**
3. Process → Resources → **Maximize**

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**Thank You—Let's Stay Connected!**

**4-Part Video Training for Money Leadership:**

**'Unconscious Money Mistakes Business Owners Make that Keep Them Overwhelmed and Underearning'**

[www.UnconsciousMoneyMistakes.com](http://www.UnconsciousMoneyMistakes.com)

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